

## FINAL REPORT APPENDIZES 11 TO 20\_INSTITUTO BRASILEIRO DE DEFESA DO CONSUMIDOR

Ana Paula Bortoletto , Janine Giuberti Coutinho , Lorenza Longhi , Instituto Brasileiro de Defesa do Consumidor

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*IDRC GRANT / SUBVENTION DU CRDI : - BUILDING A COMMUNITY OF PRACTICE FOR HEALTHY FOOD SYSTEMS IN LATIN AMERICA AND THE CARIBBEAN*



## WHO Noncommunicable Disease Lab (NCD Lab) Online Submission Form Questions

### Introduction

The NCD Lab is a virtual initiative, a platform, that supports and encourages submission of innovative solutions to accelerate progress towards achieving the NCD and NCD related SDGs. The NCD lab is an action-orientated platform, encouraging innovation, and supported by the WHO Global Coordination Mechanism on NCDs (GCM/NCD).

It aims to bring stakeholders together to address the challenges, leverage the opportunities and maximize the benefits associated with addressing NCDs and their risk factors and determinants, with facilitating a strong, proactive, and integrated multisectoral and multistakeholder response. The NCD Lab will enable and catalyze effective collaborative actions by relevant stakeholders, through promoting the consolidation, dissemination and uptake of knowledge and evidence-based information, best practices and innovative solutions, and to develop tools and enhance expertise.

NCD Lab will act as a platform for the submission of proposals from individuals focusing on three cross-cutting objectives:

- Build on the active, diverse and multistakeholder networks created through the GCM/NCD Communities to fast-track innovation and action within the framework of sustainable development
- Leverage the GCM/NCD's broad stakeholder base to crowdsource high-level, focused projects and initiatives under selected thematic areas
- Provide a dedicated space for stakeholders to support innovative projects.

### Submission Form Questions

Please go to the NCD Lab Submission Portal on <https://www.knowledge-action-portal.com/> to submit your proposal. This document is solely for your reference in preparation for the submission. All entries should be submitted electronically using the NCD Lab Proposal Submission Portal.

### Background

1. Individual names(s) **Ana Paula Bortoletto Martins**
2. Country(s) **Brazil**
3. WHO Region(s)
  - a. African Region
  - b. European Region

c. Region of the Americas



- d. South-East Asia Region
- e. Eastern Mediterranean Region
- f. Western Pacific

4. Gender(s)

- a. Male
- b. Female
- c. Gender fluid
- d. Non-Binary
- e. Agender
- f. Prefer not to say
- g. Prefer to self-describe as \_\_\_\_\_ (please specify)

5. Select your age range(s)

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65+

6. Primary Email Address(es) [anapaula@idec.org.br](mailto:anapaula@idec.org.br)

7. Twitter usernames(s)

8. Do you identify as person(s) belonging to a marginalised group?

- a. Yes
- b. No
- c. Prefer not to share

9. Do you identify as a person(s) Living With a Noncommunicable Disease (PLWNCD)?

- a. Yes
- b. No
- c. I don't know
- d. I prefer not to share

10. Do you identify as a person(s) Living with a Disability (PLWD)?

- a. Yes
- b. No
- c. I don't know
- d. I prefer not to share

11. Do you identify as a person(s) belonging to a First Nation or Indigenous Community?

- a. Yes
- b. No
- c. Prefer not to share

## Submission overview

12. Title of submission :

Colansa: a community of practice promoting healthy, sustainable equitable and inclusive food systems in Latin America and the Caribbean

13. Type of submission output (see submission eligibility)

Colansa's activities relate in particular, but not only, to the following types of submissions:

4. Policy design, development or implementation activities (e.g. food marketing, nutrition labeling, physical education policy, etc.)

11. Advocacy and communications campaigns, frameworks, and toolkits

12. Stakeholder engagement and partnership activities (e.g. governments, UN agencies, private sector, civil society, academia, etc.)

14. Submission language **English**

15. Which of these applies to your submission?

a. The submission is beyond the ideation phase

b. The submission is partially developed

**c. The submission is at an advanced stage of development**

d. The submission is or will soon to be implemented

16. Date of submission onset (initiation date) **12 March, 2021**

17. Where did the submission take place? (multiple – countries) **Currently, Colansa has representatives from 18 countries in the Latin American region.**

18. WHO region(s) of the submission setting

a. African Region

b. European Region

**c. Region of the Americas**

d. South-East Asia Region

e. Eastern Mediterranean Region

f. Western Pacific

19. Relevant website link (if applicable): <https://colansa.org/en>

## Submission Details

20. 80-word summary of the submission

Colansa is a community of practice of organizations, universities, researchers and professionals from different backgrounds who contribute to the design, implementation, improvement and assessment of public policies, research studies and advocacy initiatives focused on healthy, sustainable, equitable and inclusive food systems promotion in Latin America and the Caribbean, with special attention to preventing and tackling obesity and other diet-related NCDs. Thus, Colansa is a space for exchanging experiences and best practices, an environment for evidence-based learning, policy assessment and advocacy.

21. Submission description - 1000 palavras

a. Must include Aims, Objectives, Methods, Expected output

Unfortunately, Latin American and the Caribbean (LAC) countries have one of the highest incidences of malnutrition in the world. More than 7.5% of children under five

years of age were living with overweight in 2021 in the region, which is higher than the global average of 5.7%. Also, despite the decline in child malnutrition, in the last decades, around 43 million people are undernourished. The double burden of malnutrition refers to families in which problems of overweight and undernutrition coexist. Furthermore, malnutrition is determined by nutrition and socioeconomic inequalities, and the way food is produced, processed, sold and consumed. The COVID-19 pandemic, as well as the effects of climate change, humanitarian crises, and conflicts have added other pressure factors on food systems, increasing concerns around their consequences and worsening the food and nutrition security situation in the region.

On the other hand, LAC is the region in the world that has made the most advances in public policies on food and nutrition. In recent decades, the region has stood out for innovation in public policies related to the promotion of healthy diets, through community-based technologies and regulatory measures aimed at expanding and qualifying the information offered to citizens as well as food environments. Taxation of sweetened beverages, front-of-package nutrition labeling, restriction of marketing targeted at children, regulation of institutional food environments such as schools, among other policies, are increasingly effective in improving food systems.

Considering this challenging scenario, a community of practice to promote healthy, sustainable, equitable and inclusive food systems in LAC, called Colansa, was launched in 2021. Colansa is a network of organizations and professionals that work collaboratively to contribute with the development of healthy, sustainable and equitable food systems, besides improving the nutrition and health of the LAC population, through the generation of scientific knowledge and contributing to the advancement of adequate public policies. Our work takes place through a community of practices, that is, a space for exchange between researchers, advocates and other social actors, for the advancement and creation of public policies that generate an improvement in food systems, based on collaborative learning and creation of scientific knowledge.

Colansa's main objective is precisely to contribute to the promotion, debate and action around these strategies, with hands-on professionals who work in the area and who can contribute to the continuous improvement of policies and actions to tackle obesity and other NCDs, with strict safeguards against conflicts of interests. Colansa aims to play a leading role in the region, creating a space for discussion and debate in a democratic environment for the exchange of ideas and solutions to improve the region's food systems, ensuring discussions are informed on evidence and are free of conflicts of interest. Our goal is to provide new forms of engagement and networking, and to reinforce international cooperation to promote healthier food systems and the prevention of NCDs. Colansa aims to contribute to innovation and development of bonds between the countries of Latin America and the Caribbean, facilitating greater access to and transparency of the tools and knowledge produced in the region to solve problems with multidisciplinary approaches.

Our specific objective for this proposal is to promote a series of capacity building activities for researchers from the field of food and nutrition in LAC to develop and improve their abilities to engage in policy making processes, to provide scientific evidence for the improvement of public policies and to develop their communication skills.

Methods: These capacity building will be provided by organizations and experts from the LAC region that are already engaged in different policy making processes of food and nutrition policies for the prevention of obesity and other diet related NCDs. The experts include the members of Colansa's steering committee, such as researchers from the Institute of Nutrition and Food Technology/University of Chile, the National Institute of Public Health (INSP) in Mexico and the Institute for Clinical Effectiveness and Health Policy (IECS) in Argentina, and advocate experts of the Healthy Latin America Coalition (CLAS), the InterAmerican Heart Foundation (IAHF) and the Brazilian Institute for Consumers Defense (Idec). Members of Colansa will be invited to take part in the capacity building sessions. These activities will also have the potential to be replicated for other audiences.

Expected results: There is a regional momentum and concrete opportunities to promote collaboration for healthier food systems and influence policy in LAC. Our main expected result is to build more leaders of today and tomorrow that can work together collaboratively, enhancing each other's potentials and capacities, and to increase the potential to influence decision making processes for the improvement of public policies in the region.

22. Who is the target population(s)? 250 caracteres

The proposed training program is directed to a broad audience, including: researchers at different stages of their careers; policy-makers at regional, national and subnational levels; health advocates; policy officers; communicators; academics and students from related disciplines. Anyone who is interested in deepening their understanding of the critical role of food systems in public health and global environments will benefit from these capacity building activities. Those who want to learn and apply evidence-based approaches to advance change through research, policy and practice are invited to participate.

23. How is (are) the target population(s) involved in the submission? 250 palavras

The most experienced researchers and specialists from different areas who work in the prevention of obesity and other NCDs associated with malnutrition are going to organize the capacity building program. Other researchers will take part in the capacity building activities and will be able to evaluate each component of the training program.

24. At what point is (are) the target population(s) involved in the submission? E.g. during the planning, implementation, or evaluation. 500 palavras

Representatives of Colansa's Steering Committee are involved in all processes of development of Colansa's activities: from planning, execution, monitoring and evaluation.

25. Current financial support (other grants or funders of the submission)? 250 palavras

Currently, Colansa has financial support from the International Development Research Centre (IDRC), provided to 4 organizations from the Steering Committee, which are responsible for the coordination, communication, governance, capacity building and other activities of the network.

26. Targeted NCDs

- a. Cardiovascular disease

- b. Chronic respiratory disease
  - c. Cancer
  - d. Diabetes
  - e. Mental health conditions including neurological and substance abuse disorders
27. Targeted risk factors
- a. Unhealthy diet
  - b. Tobacco use
  - c. Harmful use of alcohol
  - d. Physical inactivity
  - e. Air pollution
28. What stream are you applying to?
- a. Women and Girls
  - b. Meaningful Involvement of People Living with NCDs
  - c. NCDs and the Next Generation
29. Are the voices of marginalized groups (persons with disabilities, youth, women, lesbian, gay, bisexual, transgender and intersex people, members of minority groups, indigenous people, internally displaced persons, and non-national including refugees, asylum seekers, and migrant workers) incorporated?
- a. Yes
  - b. No
  - c. Unsure
30. Please provide URL links to any relevant documentation linked to the scope, objectives, goals, methodology, a theory of change, monitoring and evaluation tools and/or strategy
- Colansa website: <https://colansa.org/en/>
  - Specialized Hub for Front-of-Package of Industrialized Food and Beverages in Latin America and the Caribbean (LAC) page: <https://colansa.org/en/labeling/>
  - Colansa's manifesto for healthy and sustainable Food Systems: [http://colansa.org/wp-content/uploads/2022/02/Manifiesto-on-the-urgency-of-healthy-and-sustainable-food-systems- ENG\\_FINAL\\_layout.pdf](http://colansa.org/wp-content/uploads/2022/02/Manifiesto-on-the-urgency-of-healthy-and-sustainable-food-systems- ENG_FINAL_layout.pdf)
  - Colansa's annual report 2021-2022: <http://colansa.org/wp-content/uploads/2022/03/Colansa-Relatorio-2021-22-Ingles.pdf>
  - Conceptual framework - Gender approach (spanish and portuguese): [http://colansa.org/wp-content/uploads/2022/02/Marco-perspectiva-de-genero-final-ES\\_P.docx.pdf](http://colansa.org/wp-content/uploads/2022/02/Marco-perspectiva-de-genero-final-ES_P.docx.pdf)
  - Webinar: Healthy food environments for the prevention of childhood obesity in Latin America: <https://www.youtube.com/watch?v=RRiWbW3X7jQ>